

**IN THE CLAIMS**

1-14. (Cancelled)

15. (Original) A network-based commerce system including:  
a processor coupled to a memory through a bus; and  
an auction price-setting process executed from the memory by the processor to cause the processor to adjust a reserve price associated with a listing of an item during a network-based auction price-setting process.

16. (Original) The network-based commerce system of claim 15, wherein the adjustment of the reserve price includes lowering the reserve price.

17. (Original) The network-based commerce system of claim 15, wherein the adjustment of the reserve price includes removing the reserve price.

18. (Original) The network-based commerce system of claim 15, wherein the adjustment of the reserve price includes raising the reserve price.

19. (Original) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to automatically notify a seller of the item when a high proxy bid is within a predetermined percentage range of the adjusted reserve price.

20. (Original) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to automatically notify a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

21. (Original) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to lower a proxy bid, of a buyer higher than the adjusted reserve price, to a predetermined amount below the adjusted reserve price.

22. (Original) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to automatically notify one or more bidders of the adjustment of the reserve price.

23-50. (Cancelled)

51. (Original) A machine-readable medium having instructions to cause a machine to perform a method to facilitate operation of a network-based commerce system, the method including:

adjusting a predefined reserve price associated with a listing of an item during a network-based auction price-setting process.

52. (Original) The machine-readable medium of claim 51, wherein adjusting the reserve price includes lowering the reserve price.

53. (Original) The machine-readable medium of claim 51, wherein the adjusting the reserve price includes removing the reserve price.

54. (Original) The machine-readable medium of claim 51, wherein the adjusting the reserve price includes raising the reserve price.

55. (Original) The machine-readable medium of claim 51, including automatically notifying a seller of the item when a high proxy bid is within a predetermined percentage range of the adjusted reserve price.

56. (Original) The machine-readable medium of claim 51, including automatically notifying a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

57. (Original) The machine-readable medium of claim 51, including lowering a proxy bid, of a buyer higher than the adjusted reserve price, to a predetermined amount below the adjusted reserve price.

58. (Original) The machine-readable medium of claim 51, further including: notifying automatically one or more bidders of the adjustment of the reserve price.

59-86. (Cancelled)

87. (Original) A method to facilitate operation of a network-based commerce system, the method including:  
adjusting a predefined reserve price associated with a listing of an item during a network-based auction price-setting process.

88. (Original) The method of claim 87, wherein adjusting the reserve price includes lowering the reserve price.

89. (Original) The method of claim 87, wherein the adjusting the reserve price includes removing the reserve price.

90. (Original) The method of claim 87, wherein the adjusting the reserve price includes raising the reserve price.

91. (Original) The method of claim 87, including automatically notifying a seller of the item when a high proxy bid is within a predetermined percentage range of the adjusted reserve price.

92. (Original) The method of claim 87, including automatically notifying a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

93. (Original) The method of claim 87, including lowering a proxy bid, of a buyer higher than the adjusted reserve price, to a predetermined amount below the adjusted reserve price.

94. (Original) The method of claim 87, further including:  
notifying automatically one or more bidders of the adjustment of the reserve price.

95-115. (Cancelled)

116. (Original) A network-based commerce system including:  
a means for adjusting a predefined reserve price associated with a listing of an item during a network-based auction price-setting process; and  
a storage means, coupled to the means for adjusting, for storing the reserve price.

117. (Original) The network-based commerce system of claim 116, wherein adjusting the reserve price includes lowering the reserve price.

118. (Original) The network-based commerce system of claim 116, wherein the adjusting the reserve price includes removing the reserve price.

119. (Original) The network-based commerce system of claim 116, wherein the adjusting the reserve price includes raising the reserve price.

120-131. Cancelled)